

CNMI Brown Treesnake Awareness Program

Department of Lands and Natural
Resources - Division of Fish and
Wildlife



CNMI- High Risk Site for BTS

Introduction



- Close proximity to Guam
- High frequency/quantity of commercial and military cargo shipped from Guam
- Ecologically similar to Guam (high prey base)

Program Background

- 1982 first documented snake sighting
- 1986 first BTS capture (1983 gopher snake *Pituophis sp.* Capture)
- 1990 DFW hires full time herpetologist-Program Funded by DOI-Office of Insular Affairs
- 13 BTS Captures (Saipan and Rota)
- 2000 Most recent capture

Program Components (unranked)

- Education/Awareness
- Quarantine- Canine Inspections,
Containment Barrier, and Night Searches
- Legislation
- Rapid Response Efforts
- Trapping Program

CNMI Sighting/Capture History

Sightings

- 103 snake sightings reported since 1982
- -31 non-BTS sightings (i.e. monitors, blind snakes)
- 72 possible BTS sightings (matching BTS description)

Captures

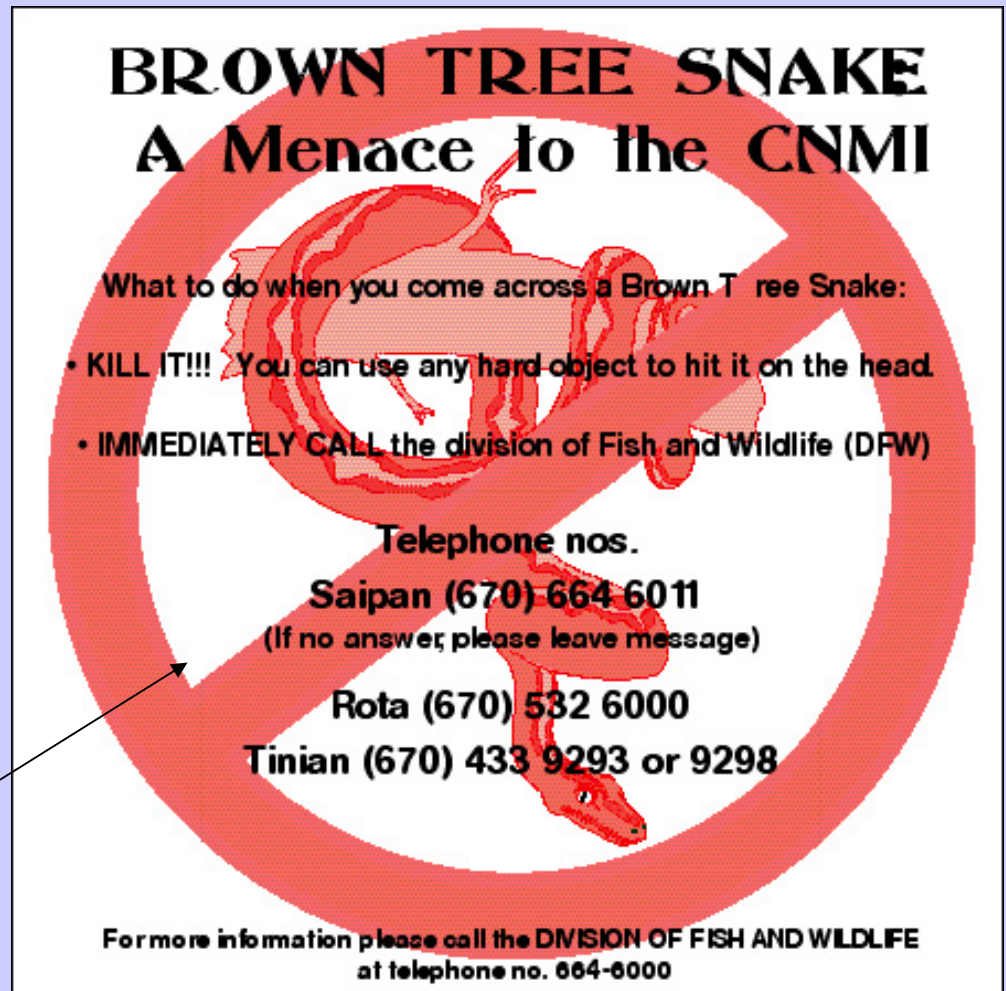
- 13 CNMI BTS captures
 - 10 in the vicinity of port, 8=Saipan 2=Rota
 - 1 Capital Hill, Saipan (3/13/98)
 - 1 As Teo, Saipan (3/14/92)
 - 1 Chalan Kanoa, Saipan (12/15/91)

Sighting and Captures cont.

- Sighting and capture data formulates CNMI awareness efforts
- 66 sightings = average response time = 126 hours (06/1986-06/2002)
- Need lower average response time
- All snakes were captured by non-DLNR staff
- Need consistent snake training of port employees

Previous Awareness Efforts

- Response efforts suffer from lack of awareness
- Concentration- newspapers and school groups
- Some reports- up to two weeks after sighting



OIA Funds-BTS Awareness Campaign -April-Dec 2003

- Objective - to improve the response time to potential BTS sightings, while providing a template for invasive species awareness programs
- Three components = Total Funding 100k
 1. Baseline survey - media consumption and awareness attitudes = 35k
 2. Develop and implement campaign (baseline survey) = 55K
 3. Re-evaluation (survey) = 10k

Baseline Survey

- Telephone survey- 301 random interviews
- Results
 - 98% Env. “Very important”
 - 69% snakes a problem (37% big problem)
 - 87% “good move” to quarantine cargo (even with increase costs)
- Media consumption results

Campaign Development

- Proposed plan and budget
 - Solicitation- chamber members, Toyota, Verizon, Mobil, etc.
- Verizon sponsorship
 - 4-cell phones and air time—28-snake
 - Directory advertisement
 - Mailings-104,000
 - Cash donations
 - Customization of a DFW truck
- Design of Slogan/ Logo incorporate Verizon

Temporary Tattoos



Bumper Stickers



Verizon/Military Mailings

Front



Back

Brown Treesnake Factoids

- Aggressive predator causing mass bird extinction on Guam
- Mildly venomous posing potential threat to small children
- Causes severe economic losses on Guam - Power outages

BTS Description

- Thin snake with small neck and enlarged triangular shaped head
- Olive brown to light yellow with yellowish belly
- May have slight banding of brown and yellow
- Cat-like vertical pupils

Please keep our island free of this pest by calling the BTS/Verizon Hotline immediately (24hrs) at 28-Snake when this or any other snake is sighted.

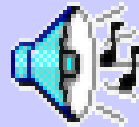
T-shirts and Hats



Custom Trucks



BTS Radio Jingle- “Don’t Give Snakes a Break”



- KCNM-FM 101.1 = 792 slots
- KPXP Power 99 = 804 slots

Print Material

- Posters
- Full page advertisements
- Newspapers
- Monthly mags-
Beach Rd.



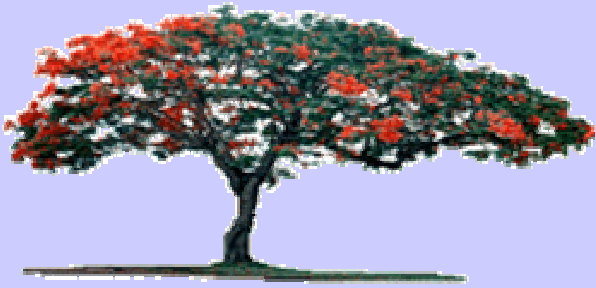
Awareness Campaign Calendar Outline

- Press Conference Launch April 2003
- Flame Tree Festival April 2003
- Port of Entry Workshop June 2003
- Liberation Day Parade July 2003
- Book Cover Campaign Aug 2003
- Team that Never Sleeps Sept 2003
- Radio Give-A-Way Oct 2003

Press Conference Launch-

April 2003

- Governor introduces campaign
- Media materials displayed
- Demos- BTS and K-9 Teams
- Verizon introduced as sponsor



Flame Tree Festival-

April 2003

- Snake handling
- K-9 Demos
- Media material distribution
- Educational handouts

Port of Entry Workshop- June 2003

- Collaborative effort with USGS Rapid Response Team
- Target port of entry workers-customs, quarantine, immigration, shippers, etc
- Initiates quarterly presentation schedule

Liberation Day Parade-July 2003



Book Cover Campaign-Aug. 2003

- Target - Schools
- Goal = 3 schools per week



Book Cover

We're going all out!

A critical part of our campaign is education, so we have embarked on an outreach effort aimed at bringing awareness of the Brown Treesnake menace to the schools. We want to be able to instill this awareness at a young age, so we are doing school presentations for the benefit of all our students, from both public or private schools.
Call our office at 664-6011 for a schedule two weeks in advance and your BTS team will come running.

Let's stop 'em before they take over our island.
Help us prevent the start of a Brown Treesnake population in the CNMI.

If you SEE a Brown Treesnake KILL IT and CALL 28-SNAKE
287-6253 **BTS hotline** **verizon**

DEPARTMENT OF LANDS AND NATURAL RESOURCES / DIVISION OF FISH AND WILDLIFE

Ad placed for approx 3 months

Team that Never Sleeps- Sept 2003

To reinforce the
accessibility of the 24 hr
hotline 28-SNAKE
following Tinian
sighting

The team that never sleeps

Your BTS quick response team is on call 24 hours a day, seven days a week – ready, able and equipped to take swift action on any reported sighting of brown treesnake within the CNMI. Just call your snake hotline at 28-SNAKE at any time of day or night, and we'll be there. **GUARANTEED.**



From left, back row: Marja Onni, DLNR Sec. Tom Pangelinan, DFW Director Richard Seman, Tony Iguel, Joe Gonzales, Peter Tomokane, and Nate Hawley. Front row: Ike Waboi, Paul Reyes and Craig Sanchez. Not in photo are Vince Sablan, Sylvan Iglisomar, Ton Castro (Tinian), and Eddie Jackson (Rota).



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Ad placed for approx 3 months

Radio Give-a-way-Oct 2003

- 5 Friday give-a-ways
- Power 99 –host with 300 slots (150 in-kind)
- Verizon split cost of \$1950.00
- Callers sing BTS jingle
- Prize Package = 10 BTS T-shirts, 5 BTS hats, bumper stickers, tattoos, book covers, Verizon pre-paid calling cards, Verizon cell phone

Re-evaluation-in process

- Survey to reach approx 400
- Compare baseline survey to re-evaluation survey
 - Awareness attitudes
 - Media vehicles
 - Quarantine attitudes
- Results to direct FY 2004 campaign

Feedback/Lessons Learned

- Awareness creates ownership
- Response time improved overall from 126 hours (06/1986-06/2002) to 2 hours 9 minutes (08/2002-present)
- Prevention = Performance Measurement
- 4 recent sightings Tinian only 1 of the 4 reported to the 28-SNAKE HOTLINE

DOI-OIA FY2004 CNMI BTS Awareness Campaign Target

- Consistent awareness efforts on Saipan
- Launch island specific campaigns for Tinian and Rota
- Development of curriculum